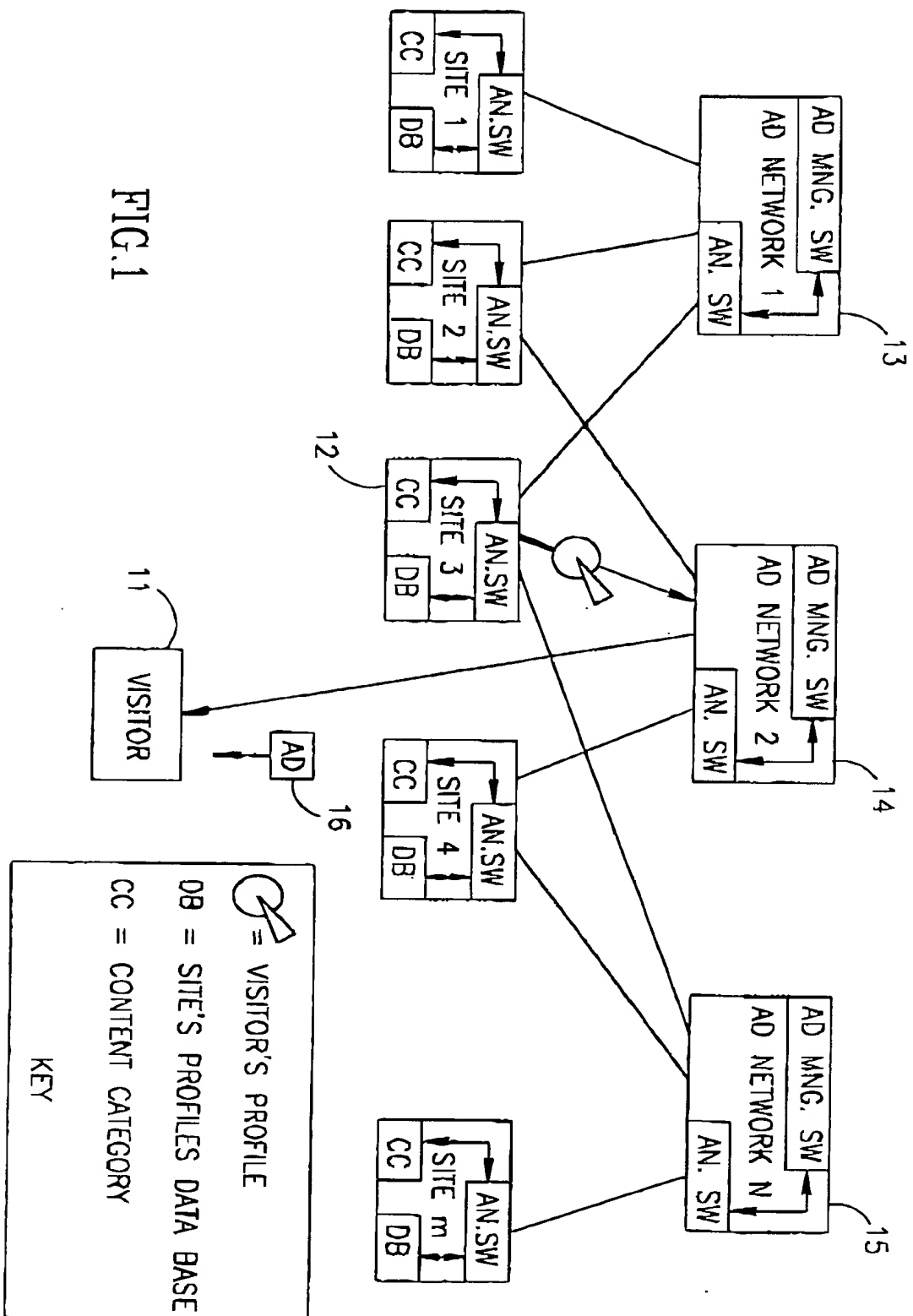


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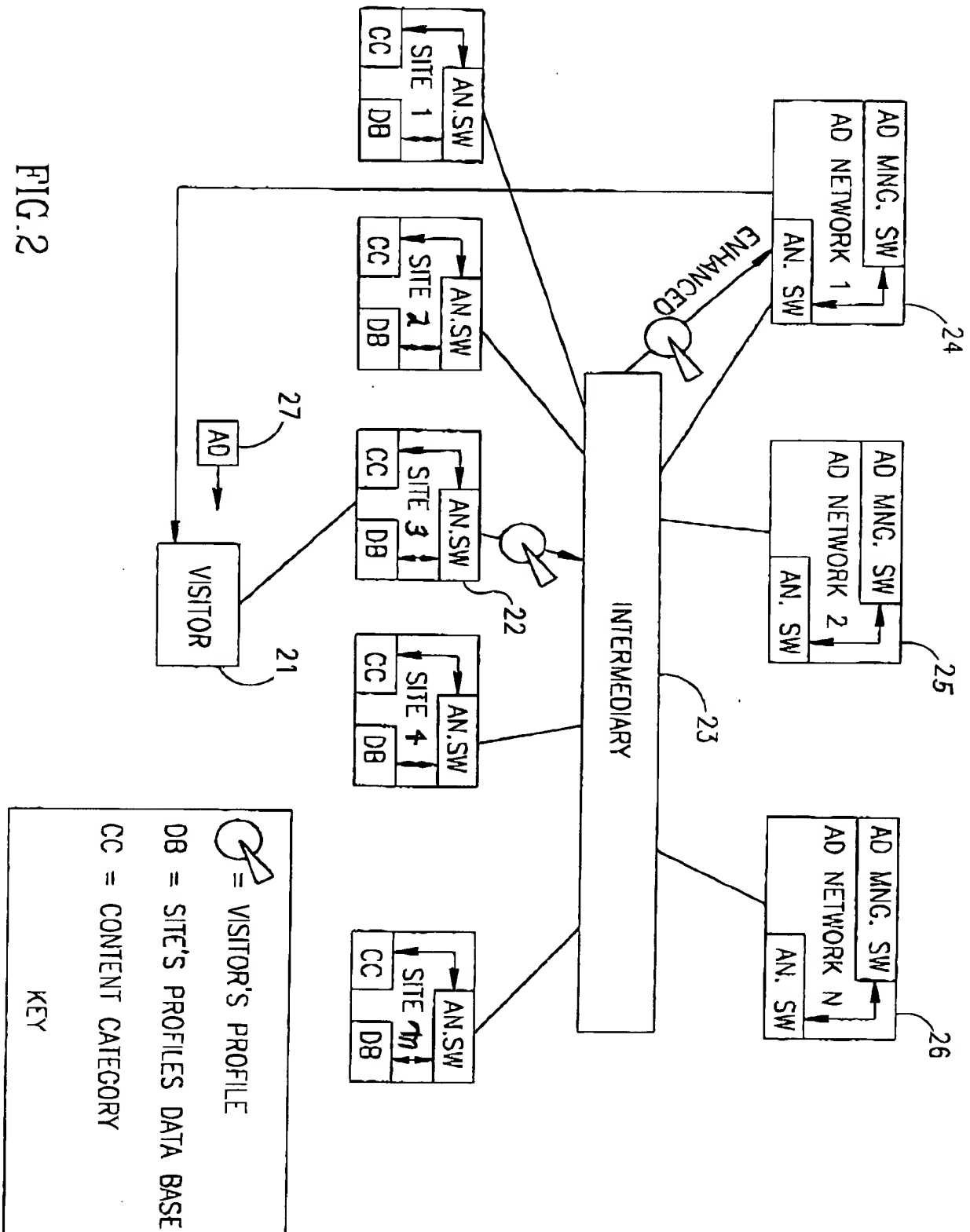
FIG.1



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FIG.2



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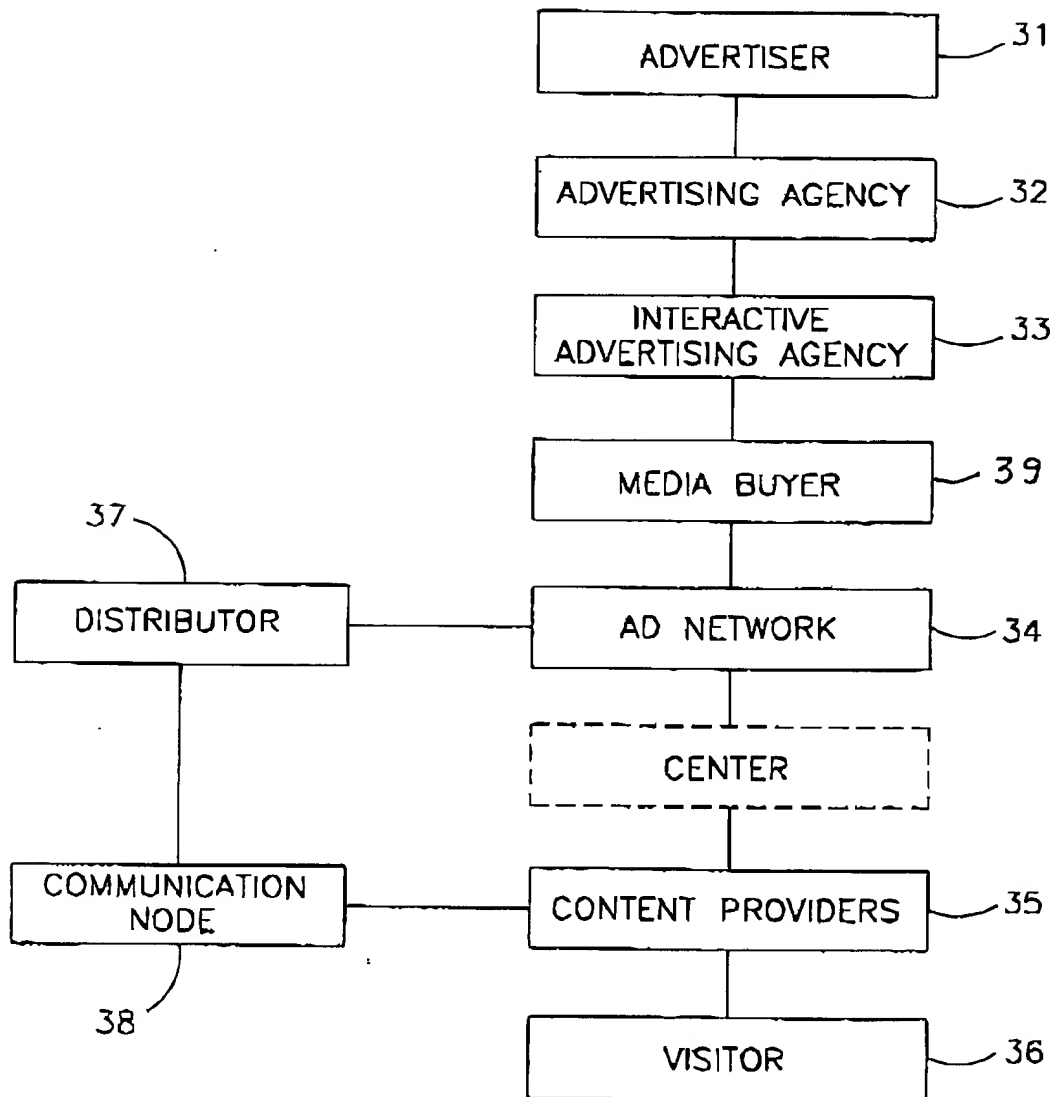


FIG.3

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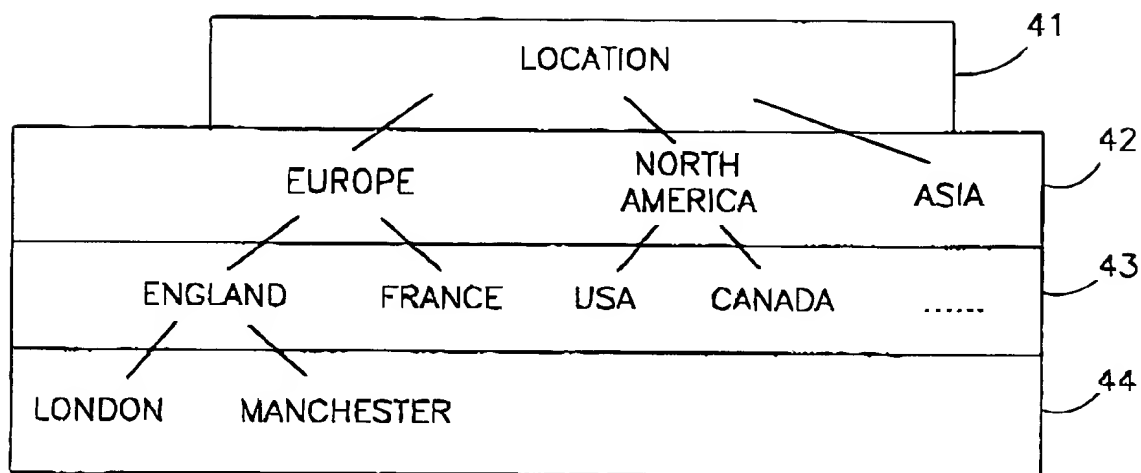


FIG.4

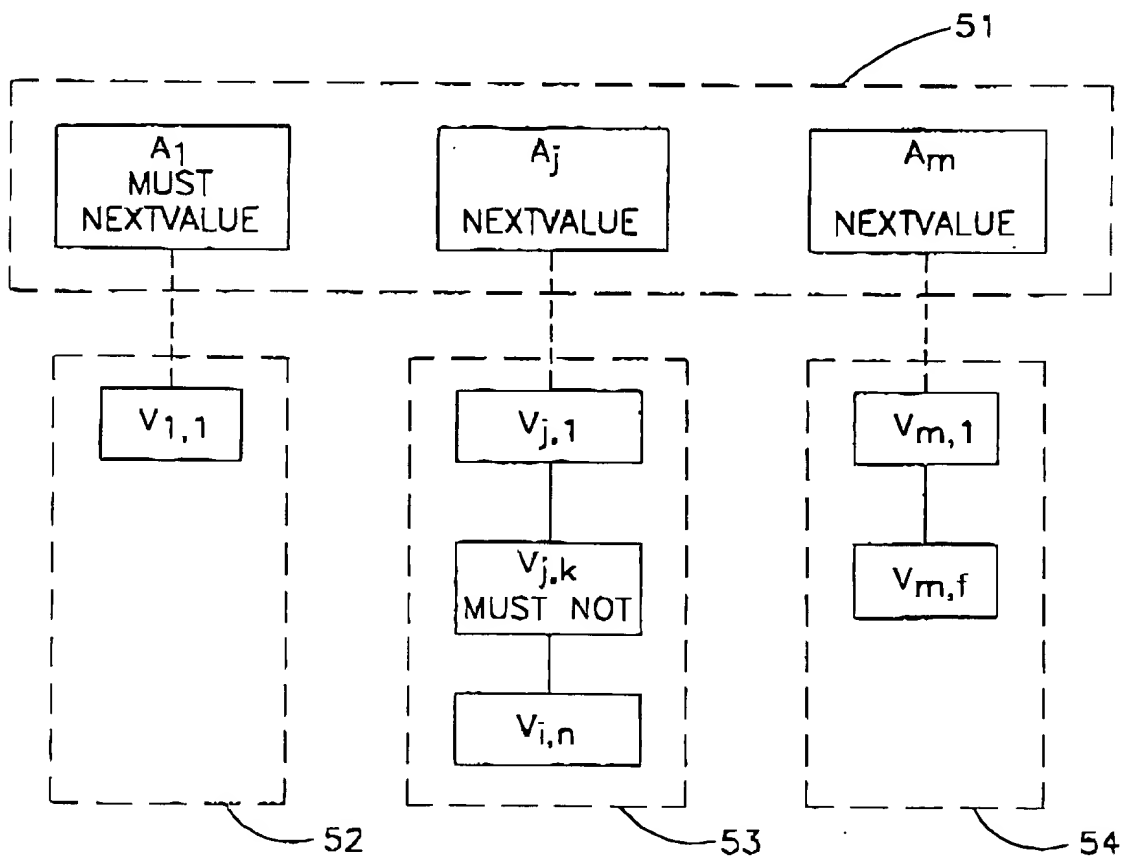


FIG.5

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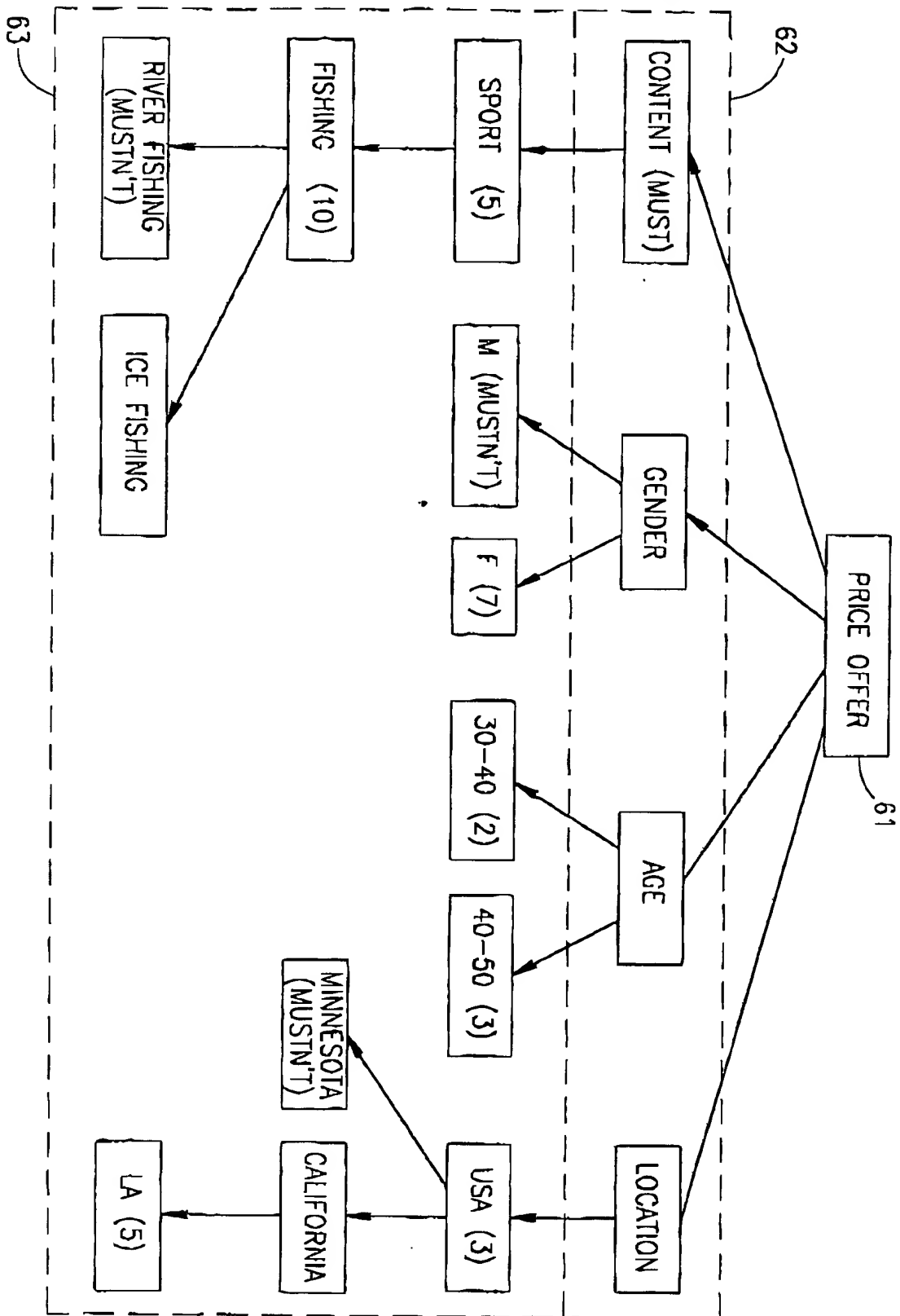


FIG. 6

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Sport (5)
 Fishing (10)
 River Fishing (0)
 Sport, Female (12)
 Fishing, Female (17)
 Sport, Male (0)
 Fishing, Male (0)
 Sport, Age [30-40] (7)
 Fishing, Age [30-40] (12)
 Sport, Age [40-50] (8)
 Fishing, Age [40-50] (13)
 Sport, Female, Age [30-40] (14)
 Fishing, Female, Age [30-40] (19)
 Sport, Female, Age [40-50] (15)
 Fishing, Female, Age [40-50] (20)
 Sport, USA (8)
 Fishing, USA (13)
 Sport, Minnesota (0)
 Fishing, Minnesota (0)
 Sport, LA (10)
 Fishing, LA (15)
 Sport, Female, USA (15)
 Fishing, Female, USA (20)
 Sport, Female, Minnesota (0)
 Fishing, Female, Minnesota (0)
 Sport, Female, LA (17)

Fishing, Female, LA (22)
 Sport, Age [30-40], USA (10)
 Fishing, Age [30-40], USA (15)
 Sport, Age [40-50], USA (11)
 Fishing, Age [40-50], USA (16)
 Sport, Age [30-40], Minnesota (0)
 Fishing, Age [30-40], Minnesota (0)
 Sport, Age [40-50], Minnesota (0)
 Fishing, Age [40-50], Minnesota (0)
 Sport, Age [30-40], LA (12)
 Fishing, Age [30-40], LA (17)
 Sport, Age [40-50], LA (13)
 Fishing, Age [40-50], LA (18)
 Sport, Female, Age [30-40], USA (17)
 Fishing, Female, Age [30-40], USA (22)
 Sport, Female, Age [40-50], USA (18)
 Fishing, Female, Age [40-50], USA (23)
 Sport, Female, Age [30-40], Minnesota (0)
 Fishing, Female, Age [30-40], Minnesota (0)
 Sport, Female, Age [40-50], Minnesota (0)
 Fishing, Female, Age [40-50], Minnesota (0)
 Sport, Female, Age [30-40], LA (19)
 Fishing, Female, Age [30-40], LA (24)
 Sport, Female, Age [40-50], LA (20)
 Fishing, Female, Age [40-50], LA (25)

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Figure 7

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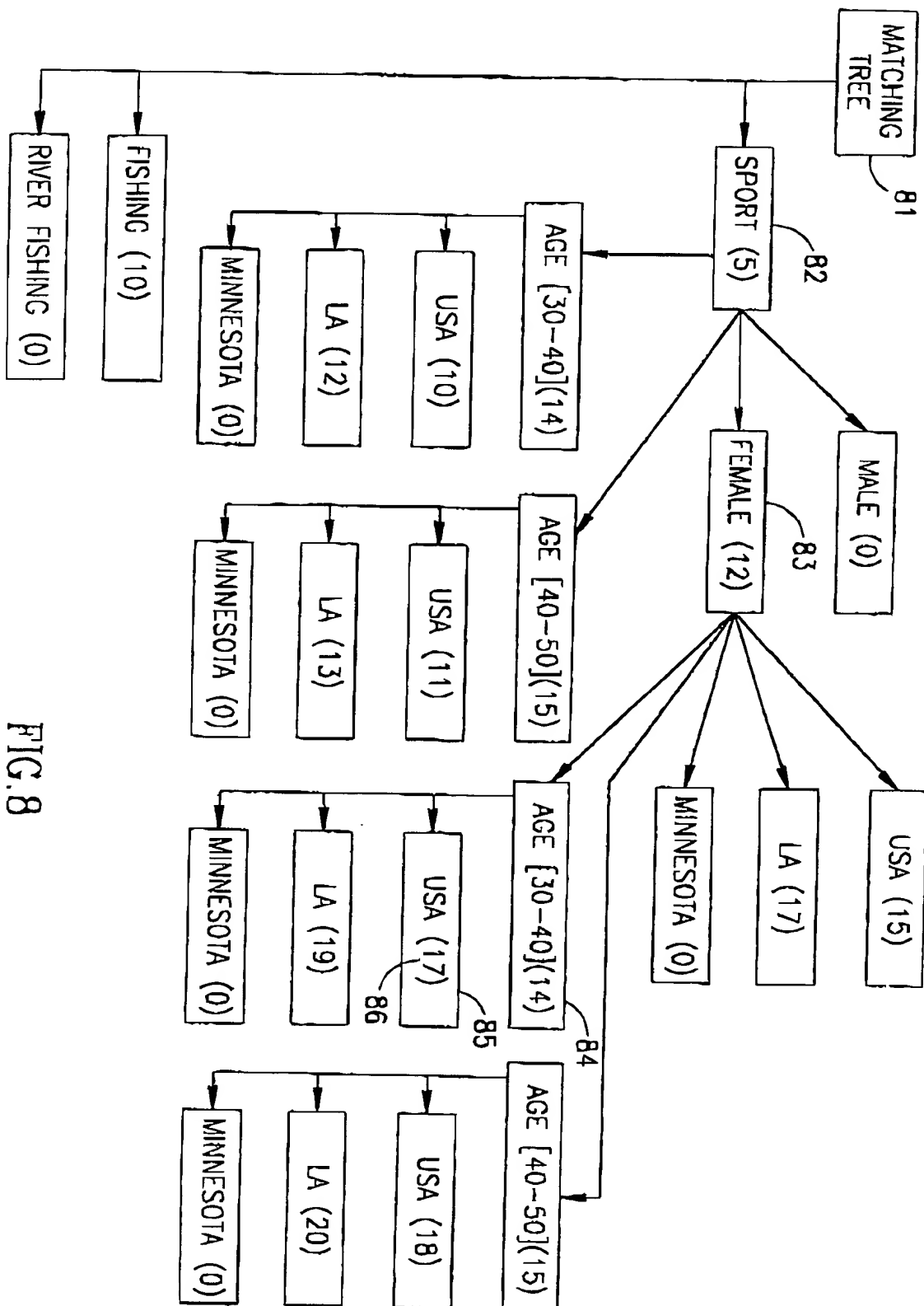


FIG. 8

FIG. 8 is a decision tree diagram illustrating a matching process. The root node is labeled "MATCHING TREE" (81). The tree branches into "SPORT (5)" (82) and "FISHING (10)". "SPORT (5)" further branches into "MALE (0)" and "FEMALE (12)" (83). "FISHING (10)" branches into "RIVER FISHING (0)". "MALE (0)" leads to a terminal node. "FEMALE (12)" branches into "AGE [30-40](14)", "AGE [40-50](15)", "USA (15)", "LA (17)", and "MINNESOTA (0)". "AGE [30-40](14)" branches into "USA (10)", "LA (12)", and "MINNESOTA (0)". "AGE [40-50](15)" branches into "USA (11)", "LA (13)", and "MINNESOTA (0)". "AGE [30-40](14)" (84) branches into "AGE [30-40](14)" (85) and "AGE [40-50](15)". "AGE [30-40](14)" (85) branches into "USA (17)" (86), "LA (19)", and "MINNESOTA (0)". "AGE [40-50](15)" branches into "USA (18)", "LA (20)", and "MINNESOTA (0)".

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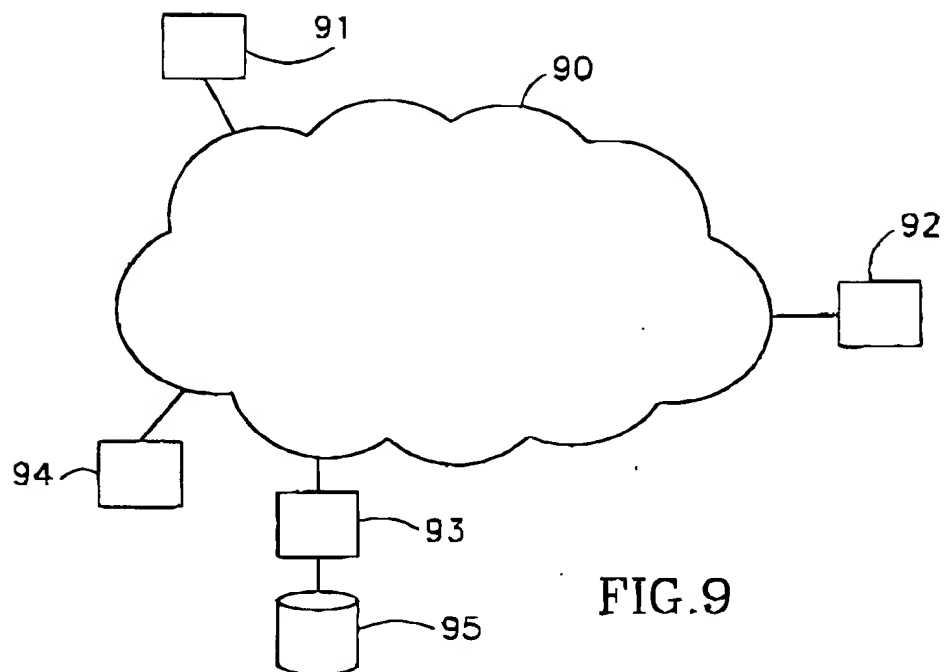


FIG.9

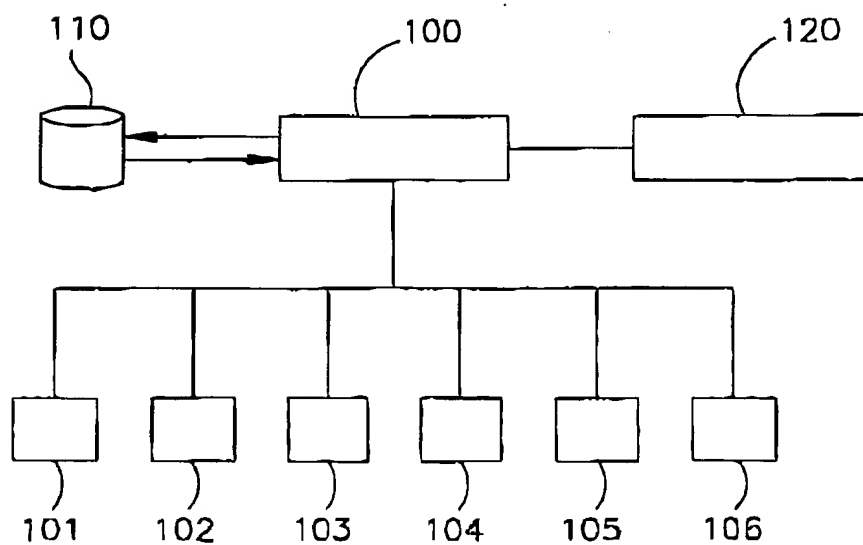


FIG.10